



Code: 0940

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Audio-Visual

CLASS TITLE: SENIOR PRODUCER/WRITER

CHARACTERISTICS OF THE CLASS

Under supervision, performs at the fully functional level, writing and producing feature stories and programs for the City's cable channels, and performs related duties as required

ESSENTIAL DUTIES

- Researches program topics and gathers information from various sources to develop storylines and to obtain video shots and footage for use in programs
- Writes scripts and produces programs including feature stories, documentaries, news segments, educational programs, public service announcements, and programs that showcase the City
- Writes scripts for programs including spoken text for hosts or voice-overs and determines the corresponding images for inclusion in video shots
- Coordinates on-site videotaping of segments, scheduling program hosts or narrators, ensuring access to sites, and directing videographers during shoot
- Reviews video tapes taken during shoots for overall quality of audio and video footage
- Works with editors to edit videotapes and finalize the product, ensuring quality of content and overall consistency of taped segments
- Coordinates work assignments with videographers and editors
- Provides direction to less experienced producer/writer positions, as required
- May prepare production budgets and ensure that costs do not exceed budget

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Graduation from an accredited college or university with a Bachelor's Degree in Broadcasting, Television Production, Journalism, Communications, or a directly related field, plus by two years of work experience in the writing and production of video segments; or an equivalent combination of education, training and experience

Licensure, Certification, or Other Qualifications

- None

WORKING CONDITIONS

- General office environment
- Television editing room environment

EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)

- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, scanners)
- Cameras and related photography equipment (e.g., projectors, printers, film processors)
- Video cameras and related equipment (e.g., portable audio mixers, wireless microphones, lighting systems)
- Cassette tape equipment (e.g., duplication, rewinder, player, recorder, eraser)
- Digital editing equipment (e.g., playback video decks, audio consoles, video scanners)
- Television production equipment (e.g., studio cameras, production switchers, audio mixers, microphones, lighting consoles, character generator, teleprompter)

PHYSICAL REQUIREMENTS

- May be exposed to extreme weather conditions

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Moderate knowledge of:

- *television writing and production principles, practices, and techniques
- *applicable research methods
- *video, audio and digital editing equipment
- *television studio operations and equipment

Some knowledge of:

- geographical locations in the City
- local media outlets and news organizations
- graphic design and commercial art principles, practices, and techniques
- developing sponsorship, marketing, and public relations plans
- *writing and formatting styles and methods used in applicable publications

Knowledge of applicable City and department policies, procedures, rules, and regulations

Skills

- *ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- *ACTIVE LISTENING - Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- *CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- MANAGEMENT OF MATERIAL RESOURCES - Obtain and see to the appropriate use of equipment, facilities, and materials needed to do certain work
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one
- *EQUIPMENT SELECTION - Determine the kind of tools and equipment needed to do a job

Abilities

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- VISUALIZE - Imagine how something will look after it is moved around or when its parts are moved or rearranged
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- ORGANIZE INFORMATION - Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations)

Other Work Requirements

- PERSISTENCE - Persist in the face of obstacles on the job
- INITIATIVE - Demonstrate willingness to take on job challenges
- DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
- ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
- INNOVATION – Think creatively about alternatives to come up with new ideas for and answers to work-related problems

All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

* May be required at entry.

City of Chicago
Department of Human Resources
January, 2013